

Jordan Lake State Recreation Area

Summary

Jordan Lake State Recreation Area is located in the South District in Chatham, Durham, Orange and Wake Counties.

Jordan Lake State Recreation Area Visitors

In 2004, there were 939,362 visitors to Jordan Lake State Recreation Area. Of those, 68 percent (636,779) were from Chatham, Durham, Orange and Wake counties (locals); 25 percent (239,357) were primary purpose, non-local visitors (visitors residing outside of the four county area that are in the area for the primary purpose of visiting the park); and 7 percent (63,226) were casual use, non-local visitors (visitors residing outside of the four counties that are in the area for reasons other than visiting the park) (Figure 45).

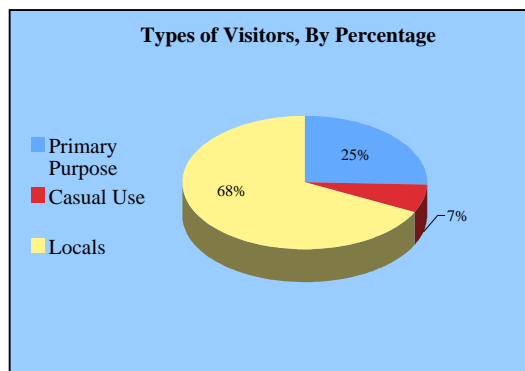


Figure 45. Jordan Lake - Types of Visitors

Visitors typically enjoyed picnicking, swimming, fishing, and camping (Figure 46).

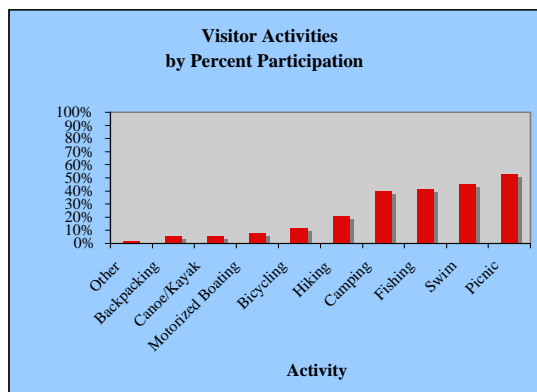


Figure 46. Jordan Lake - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Chatham, Durham, Orange and Wake counties and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$2,874,796 while visiting the region. The bulk of that amount was spent on groceries and auto expenses (Figure 47).

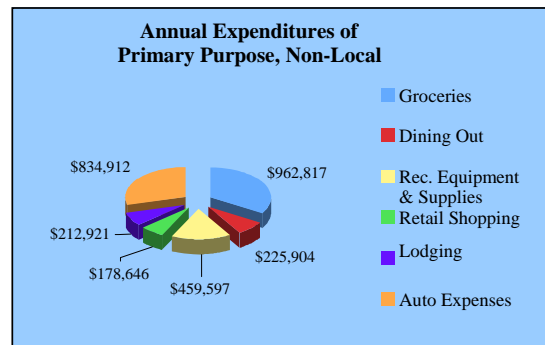


Figure 47. Jordan Lake - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Jordan Lake are especially important to the local economy. They bring and spend dollars from outside Chatham, Durham, Orange and Wake counties that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Jordan Lake State Recreation Area

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$4,096,541. Most of this impact occurred in the form of spending for groceries and auto expenses (Figure 48).

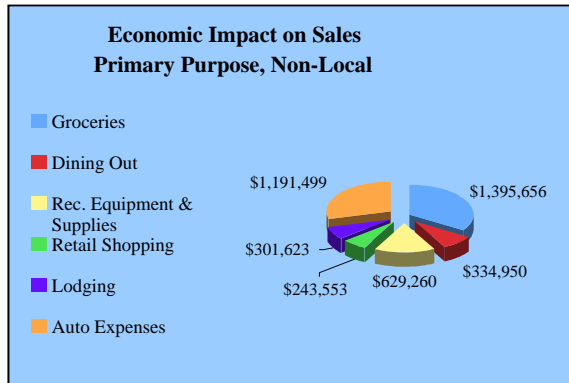


Figure 48. Jordan Lake - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,732,477 (Figure 49). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

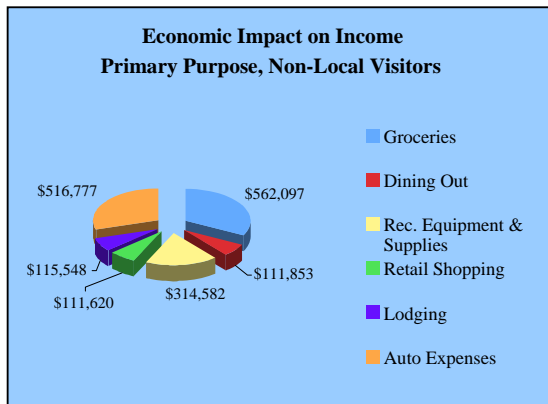


Figure 49. Jordan Lake - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 68.1 full-time equivalent jobs in

Chatham, Durham, Orange and Wake counties (Figure 50).

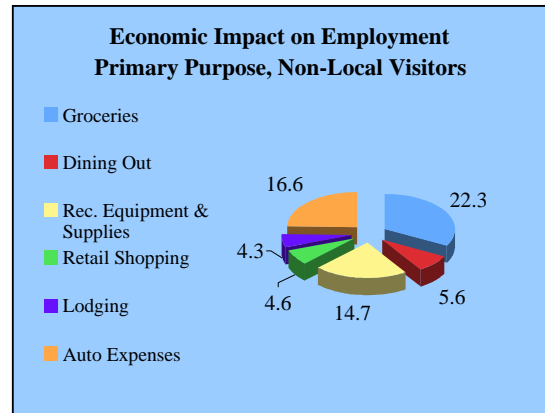


Figure 50. Jordan Lake - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$2,102,096. Table 12 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 12. Jordan Lake - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$771,529	\$4,868,070
Personal Income	\$514,244	\$2,246,721
Employment	12.1	80.2

How the State's Investment Benefits Chatham, Durham, Orange and Wake Counties

The state's operating budget for Jordan Lake State Recreation Area signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Jordan Lake for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Jordan Lake State Recreation Area, that ratio is 1:1.9. Therefore, local residents receive a benefit of \$1.90 for every dollar the state invests.